

Torch Relay Site for the 2008 Beijing Olympics Introduces China to the World



Company Profile

As both the Official Internet Sponsor of the 2008 Beijing Olympics and China's premier online brand, Sohu.com has built proprietary search engines and one of the most comprehensive matrices of Chinese language Web properties.

Key Technology

Microsoft® Silverlight™ delivers rich, cross-platform, interactive experiences including animation, graphics, audio, and video.

Microsoft Expression Blend™ is the professional design tool to create engaging Web-connected experiences for the Windows® operating system.

"One of the most powerful features that Microsoft® Silverlight™ offers designers is the ability to incorporate exhilarating animation and media by leveraging the existing Web standard technology to provide a rich, end-user experience to the Web users."

Man Leung Yeung, Director of Technology, e-Crusade Marketing

Summary

Chinese Internet leader Sohu and its design partner e-Crusade are creating buzz with a new Olympic Torch Relay Web site created for the 2008 Beijing Olympics. Developed with Microsoft® Silverlight™, the visually rich, interactive site captures the tradition and excitement of the Olympic Torch Relay event and introduces the people, culture, and traditions of the host city of Beijing and the country of China. Sohu expects to deepen the connection between site visitors and the company's many online properties.

Business Challenge

Sohu.com is China's premier online brand. It provides a network of Web properties and community-based Web 2.0 products that offer the vast Sohu user community a broad array of information, entertainment, and communication options. As the Official Internet Sponsor of the Beijing 2008 Olympic Games, Sohu sought a compelling and interactive way to present the people, culture, and city of Beijing to the world.

Solution

A combined team from Sohu, design partner e-Crusade (an Avenue A | Razorfish company), and Microsoft is creating a Sohu Torch Relay Web site. Site visitors can see the Olympic Torch Relay route from Athens, Greece to Beijing, China and find details about cities along the torch relay route. Sohu members can upload and share personal photos and videos, and Sohu members with blogs on the Sohu site can add a "digital pin" to the map to show other visitors their locations.

Differentiating Through User Experience

"Gone is the divide between designers and developers. Using Microsoft Expression Blend™ and working in XAML, designers and developers can share a common creative vision and a set of tools so they can take their ideas—and the user experience—to new heights," remarks Royce Lee, Managing Director, e-Crusade Marketing.

